"Hey, Bill!

I don't know which cigarette this is . . . *but it sure wins my vote!*"

W. H. (Bill) McCord, of Post & McCord . . . steel contractors for the world's tallest skyscraper, the new Chrysler Building in New York City . . . holds cigarette test with 94 workers.

Listen, friend. You're smoking a certain brand of cigarettes today because you honestly feel that it's the best brand for you.

And maybe you're right . . . certainly all tastes are not alike.

But have you ever really checked up on your cigarette choice? Have you ever said to Old Man Habit, "Now you step out of the room a minute, I'm going to smoke the four leading brands with all brand prejudice and brand names forgotten. And I'm going to let *my taste* tell me which cigarette is the best."

That's sporting . . . isn't it?

The other day one of these tests was conducted among the huskiest fellows in New York. A crew of those two-fisted chaps who work with steel girders, sky-high above the city streets. There was no favoritism about it. These men selected their own boss, Mr. W. H. (Bill) McCord, as referee and score keeper. He dealt out the cigarettes with dark paper bands concealing the names. Each cigarette was numbered. All Mr. McCord said was "Don't try to tell me which cigarette is which. Just tell me, by number, which one you *like* best."

The box score tells its own story. 69 out of 94 men voted for OLD GOLD.

OLD GOLD wins time after time in these public tests, not because it has a nice name and a nice package, but because it is a smoother and better cigarette. Because it is made from the *heart-leaves* of the tobacco plant . . . Nature's finest and silkiest. And because its very smoothness makes "not a cough in a carload" an obvious fact, as well as a popular slogan.

(*Right*) . . . Post & McCord structural workers comparing the four leading cigarette brands . . . These are the same men who have been chosen to work on the new Chrysler building, to be the world's tallest skyscraper.

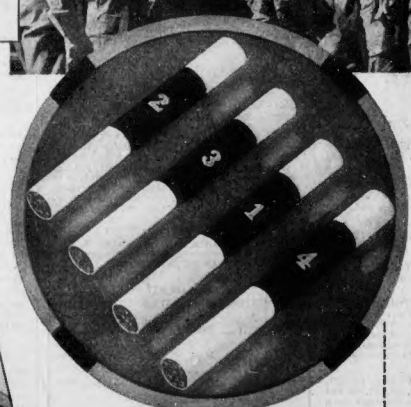
BOX SCORE

THE "CONCEALED NAME" CIGARETTE TEST

CONDUCTED WITH 94 POST & McCORD STEEL WORKERS

BRAND	FIRST CHOICES	RESULT
X	11	12%
Y	6	7%
OLD GOLD	69	73%
Z	8	8%
GRAND TOTAL	94	100%

NOT A COUGH IN A CARLOAD



The 4 leading brands of cigarettes "masked" to conceal their identity

On your Radio . . . OLD GOLD—PAUL WHITEMAN HOUR

Paul Whiteman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over the entire network of the Columbia Broadcasting System.

MAKE THE TEST YOURSELF!

Mail this coupon for FREE *"Testing Sets"*

Why not make the "concealed name" cigarette test yourself . . . and get the *real* answer as to which is the most appealing cigarette. Make the test, not only with yourself, but with your friends. You furnish the cigarettes . . . and we'll furnish enough "Testing Sets" (brand name masks, score cards, etc.) for a good-sized testing party. It's great sport. Simply tear out this corner of the paper, sign it and mail to P. Lorillard Company, 119 West 40th Street, New York City.

*Name*_____

*Address*_____

*City*_____ *State*_____

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Eat a Chocolate, light an Old Gold . . . *and enjoy both!*